

NO SWEAT SPEAKING

HOW TO GIVE A GREAT PRESENTATION



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

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ABOUT THE AUTHOR

Karen Friedman is a business communication coach, syndicated columnist, professional speaker and author of the best-selling book *Shut Up and Say Something* (Praeger Publishing) and newly released *Ordinary People: Extraordinary Lessons*. She heads Karen Friedman Enterprises, Inc, a leadership communications firm which has been teaching professionals how to become more compelling communicators for more than 20 years.



The firm has provided media, speaker and leadership programs to scores of high-profile organizations around the world. Clients include Johnson & Johnson, DOW Chemical, QVC, Villanova University, Toll Brothers, CSL Behring, Johns Hopkins University, Merck & Co, TEVA as well as airports and public utilities. A specialist in message development, Karen works closely with well-known brands to help them turn words into powerful messages that resonate with key audiences. She is also a keynote speaker.

Karen's expertise was recognized by former First Lady Hillary Rodham Clinton who tapped her to provide media and political training for women in South and Central America. Since then, her team has conducted numerous global speaker training programs across multiple industries, with a specialty in life sciences and pharmaceuticals. Their work includes coaching executives, key opinion leaders and teaching patient advocates how to share their stories with impact. Karen and her team have prepared scores of spokespeople for FDA meetings, investor presentations, high profile

media interviews, IPO's, congressional hearings, employee meetings, panel discussions and industry events.

Before launching her firm, Karen spent more than two decades as an award-winning major market television news reporter whose breaking coverage of local and national events aired on ABC, CBS, NBC, CNN, the *Today Show*, *Good Morning America* and *Nightline*. Her last stop was ABC-TV Action News in Philadelphia.

Today, Karen is adjunct faculty at Smith College's prestigious executive education programs for women where she teaches leadership communications. Her columns for the *Philadelphia Business Journal* are syndicated nationwide and she hosts *Speaking Of*, on ReachMD.com, a communications program for healthcare professionals. She is also the co-creator of Presenters Pal™, the first on-line interactive tool to help professionals present like pros.

Frequently quoted by publications such as the New York Times, Wall Street Journal, USA Today, Forbes, Fortune and CNN Money, Karen is a professional speaker who has repeatedly received top rated speaker awards. Her articles on leadership and communication techniques are regularly published in business magazines and on-line sites and her popular monthly communication video tips are viewed by thousands of subscribers.

Other published works include *Speaking of Success*, which she co-authored with several best-selling writers including the late Stephen R. Covey (*Seven Habits of Highly Effective People*), Ken Blanchard (*One Minute Manager*) and Jack Canfield (co – creator of *Chicken Soup for the Soul*).

Karen earned her degree at the Pennsylvania State University and furthered her studies at the University of Manchester in England. She is a member of numerous organizations including the National Speakers Association, International Association of Business Communicators, Public Relations Society of America, American Society of Training and Development and the Healthcare Businesswomen's Association.

She lives in the Philadelphia area with her husband and two sons. You can sign up for Karen's monthly quick tip videos and other free resources at karenfriedman.com.

ORGANIZING OUTLINES

Now that you've gathered information, completed research and learned more about your audience, you're ready to outline your presentation. Your biggest challenge is to organize and condense complicated information into messages that mean something to the listener.

WHAT'S THE STORY?

Before you touch the keyboard, pick up your pen, or create slides, step back and think about the single most important element of your presentation. What is the story you want to tell? What is the critical message you want listeners to remember? If you're not sure, your audience won't know either. Don't confuse messages with facts. Facts are not messages. Facts simply support messages. Audiences do not need to know every fact you know. So, when you think about your message ask the following question:

If my audience could only remember ONE point, what would that be?

When you answer that question, you will start to focus and streamline so you can organize around your central theme.



THREE TO FIVE POINTS

There are many ways to organize, but what's important to remember is that your audience can't always remember! Typically, audiences remember three to five key points. And, they remember points that affect them. That's why a three- or five-point structured approach is most effective.

WHAT IF I LOSE MY PLACE?

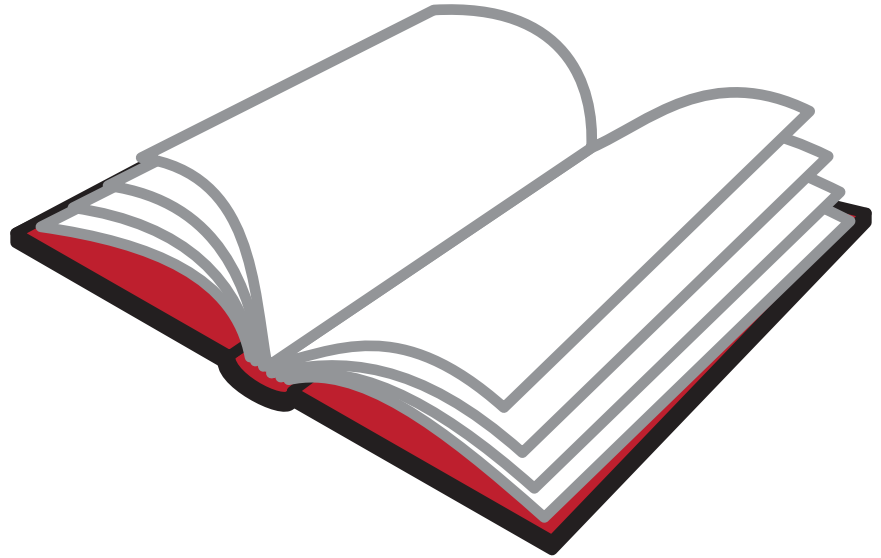
- Pause and take a moment to look at your notes.
- Repeat your last statement for emphasis.
- Expand on your last point with an example or story.
- Say you've lost your place and pause to find it.
- Smile and ask the listener: "Where was I?"

SHORT CHAPTERS

Think of your presentation as a short book containing three to five key chapters.

For example, when meeting with the banking association, a presenter determined the audience needed to know the following:

- The importance of reducing the gap between those who receive financial assistance and those who don't
- The direction the association is headed
- The critical issues facing the association



ORGANIZE TO MINIMIZE

- Short book chapters
- 3 key ideas
- YOU MUST KNOW: Story, Direction, Critical Issues

SUPPORTING FACTS

Under each chapter, she listed three to five key ideas that supported her main points. For example, when talking about reducing the gap, she had to explain what that meant to the banking association. In this case, the speaker wants the audience to understand the importance of reducing the gap between poor women who require financial assistance and those who already receive assistance. But, these words alone are not memorable. The words are only compelling when put in context and peppered with stories and anecdotes.

#1 MAIN POINT

REDUCE THE GAP: Between hundreds of millions of poor women who require financial services and those who currently receive microloans.

EXAMPLE

When Mrs. Smith received assistance, she was able to build her business, improve her living conditions and provide for her children.

SEAMLESS TRANSITIONS

When it's time to move to the next point, you want to briefly summarize point one and transition to the next main point. For example,

TRANSITION

So, as you can see, our initiatives are aimed at transforming entire systems so there are millions of "Mrs. Smiths" who have benefited and can provide for their children. Let me tell you what changes we've implemented and what we're currently working on.

Now you can move on to Point 2:

#2 MAIN POINT

POLICY CHANGES: Initiatives

EXAMPLES

Big Banks see this plan as a way to reach millions of poor entrepreneurs.

- *Story*
- *Examples*

C-P-R OF MESSAGING

Communicating is about connecting. If you simply state the facts, you risk turning people out. However when you apply what I've dubbed "The C-P-R of Messaging"[™], you breathe life into messages because the information becomes more **C** for *compelling*, **P** for *personal* and **R** for *relevant*. The box below provides proven techniques to get and keep attention.

AUDIENCES REMEMBER:

- ✓ EXAMPLES
- ✓ STORIES
- ✓ ANALOGIES
- ✓ ANECDOTES
- ✓ CASE STUDIES
- ✓ POWERFUL NUMBERS
- ✓ COMPARISONS AND CONTRASTS
- ✓ VISUAL IMAGES
- ✓ ACRONYMS
- ✓ PROBLEMS AND CONSEQUENCES
- ✓ COMPARISONS AND CONTRASTS
- ✓ THEN VS. NOW
- ✓ FIVE THINGS YOU MUST KNOW



OPEN

1. MAIN POINT

- ✓ Example
- ✓ Story
- ✓ Impressive number

TRANSITION

- ✓ Let's move on to...
- ✓ Let's take a look at this another way
- ✓ So, based on what we've just seen
- ✓ While we have had some difficulty in the past
- ✓ Once again
- ✓ Shifting gears, it's important to note that

2. MAIN POINT

- ✓ Case study
- ✓ Example
- ✓ Statistic

TRANSITION

3. MAIN POINT

- ✓ Compare and contrast
- ✓ Stories and examples
- ✓ Then vs. now

TRANSITION TO CLOSING

CLOSING

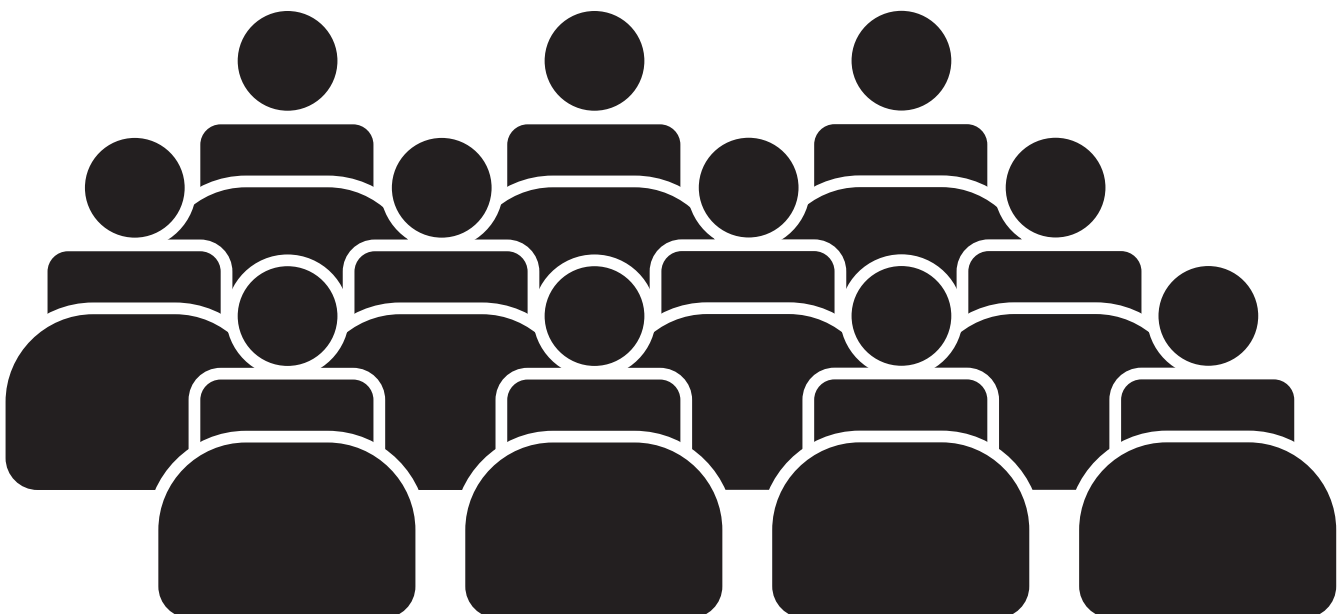
TRANSITION TO QUESTION AND ANSWERS

TRANSITION TO RE-CLOSING

Make no mistake about it! The opening of your talk or presentation is extremely important. Some experts will tell you it is the single most important part of any presentation. The open, or first words out of your mouth, sets the tone and pace for your entire presentation. It tells people whether they should listen. Furthermore, people are more likely to retain what they've heard FIRST and LAST. That's why the beginning of any speech, talk or presentation must be strong, memorable and grab attention.

LEVERAGING LECTERNS:

- ✓ Avoid lecterns if possible
- ✓ Lecterns create barriers
- ✓ Do not hide behind them
- ✓ Look out at the audience
- ✓ Do not lean, pound or hold on



WHAT IS AN OPEN?

- A Story
- Personal Experience
- Humor
- Rhetorical Question
- Startling Fact
- Audience Exercise
- Visual Example
- Attention Grabber
- Powerful Number



Opening a talk with “I am here to talk about” or “Today we are going to discuss” is not an effective way to generate interest or make people listen.

ENGAGING EXAMPLES

“Less than one year ago, we merged with the G and S company and offered a new product line. It has been so well received that we would like to unveil plans for the future.”

“Ten years ago, we did not have the technology or resources to fight this disease. Thanks to product X, not only are we fighting it, but research shows that four times as many people are leading more productive lives thanks to our efforts.”

“As you know, the economy has hit hard and here at Company X, we have not escaped layoffs, cutbacks and our share of problems. While we have certainly prepared and continue to track customer trends, it’s important for everyone to understand what direction we’re taking and how these plans affect you.”

“The benefit to installing millions of dollars in state of the art computer systems is quite simple. If we do it now, we can catch up and compete in the marketplace. If we wait, we won’t survive.”

Like opens, closes are critical. Your final words are the last words people hear. It's your last chance to tell people what you want them to think, do or know when you're finished speaking.

Research indicates that within 24 hours after your presentation, listeners will forget 70% of what you said. However, they are more likely to remember the beginning and ending, which is why the close should be as strong as your open. In fact, if you prepare the end of your presentation first, you are likely to pinpoint what you really want the audience to remember.

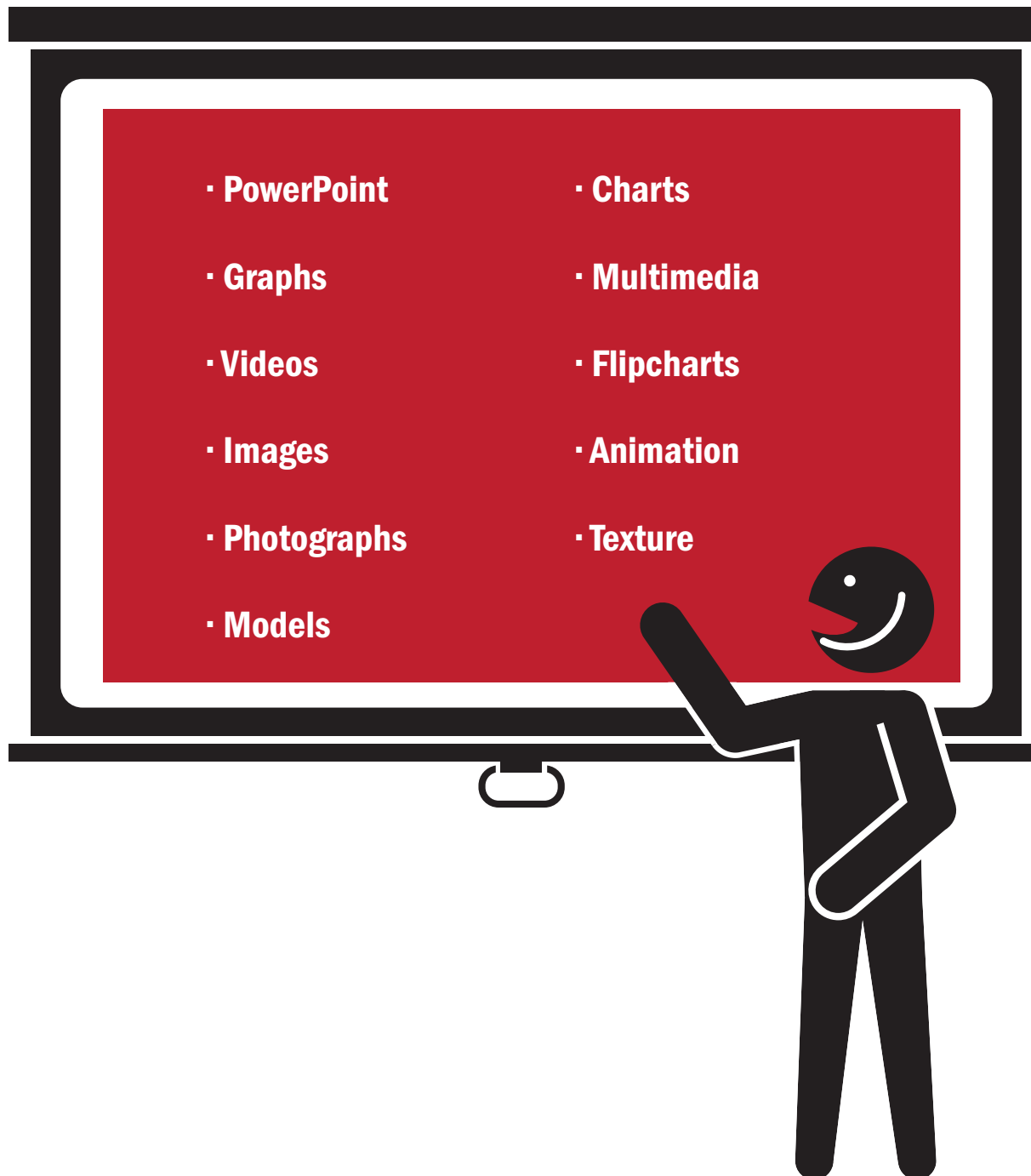
AUDIENCES REMEMBER:

- ✓ Questions are not closes
- ✓ Summarize and repeat the main points
- ✓ Call to action
- ✓ Review final point
- ✓ Grabber
- ✓ Tell a story
- ✓ Powerful visual
- ✓ Pose a challenging question
- ✓ Use a quote to drive home the message



USE VISUALS WISELY

No one came to see a slide show. They came to see YOU! Your visuals should enhance and clarify your message, not serve as your script.



Visual aids help audiences remember and understand key messages. When used effectively, they should reinforce, support and bring those messages to life. But, far too many presenters create visual presentations without really thinking about the message they want to deliver.

VISUAL CHECKLIST

- _____ Use visuals to drive home messages
- _____ Less is more
- _____ Do not stand in front of the visual
- _____ Use 2 or 3 key words, not sentences
- _____ Look at the audience, not the visual
- _____ Clear catchy subject titles
- _____ Use bright colors and contrast
- _____ Use larger fonts
- _____ Limit items and bullet points
- _____ Graphs and charts should provide “at glance comprehension”
- _____ Build slides to reveal information and keep attention focused

CONTRASTING COLORS



If it can't be read from the back of the room where you are speaking, your visuals won't do you any good.

SUGGESTED FONTS AND STYLES

Fonts and visuals must be able to be seen from every part of the room. If you can't read it from the back of the room, then the visual is too small.

• Titles: **36 +**

• Body: **28 +**

• Styles: Sans Serif fonts such as **Bolded Arial**, **Bolded Arial Narrow**, **Arial Black** are legible and standard on most computers.

• Capitalize the first letter of the first word on each line. Be consistent with text.

DELIVERY SKILLS CHECKLIST

To have presence, you must be present. That means focusing on your audience so they focus on you. Audiences want to like you. If you're uncomfortable, you'll make them uncomfortable. If you appear friendly and approachable, they are more likely to relate and forgive any imperfections. If you appear natural instead of overly rehearsed or robotic, they are more likely to believe you.

- _____ Talk, don't read
- _____ Pronounce words clearly
- _____ Use facial expressions and natural movements
- _____ Vary pitch and pace
- _____ Pause to give listeners a chance to digest the material
- _____ Project so the back of the room hears you
- _____ Practice out loud with visuals in advance
- _____ Eye contact is crucial
- _____ Eliminate jargon and buzzwords
- _____ Know that it's okay to be nervous
- _____ Memorize opens and closes
- _____ Visualize your success

REMINDERS:

- ✓ TALK, DON'T READ!
- ✓ LOOK AT THE AUDIENCE BEFORE YOU BEGIN
- ✓ TYPE AND BULLET POINT YOUR PRESENTATION
- ✓ PRACTICE OUT LOUD
- ✓ AVOID CARBONATED DRINKS BEFORE SPEAKING



If Your Presentation is Boring, Blame Yourself Not Your Topic

Perspective on People:
By Karen Friedman

My team and I were recently hired to conduct speaker training at a global meeting. Before participants joined us for breakouts and coaching, we sat through their meeting where experts presented information. Surprisingly, each speaker was worse than the next. Their slides were text heavy, written in sentences, as the presenters read through them while randomly waving laser pointers at no particular place on the slide.

It was a scientific meeting being held to educate attendees on a specific subject. Following, these attendees would work us in breakout sessions to learn how to effectively communicate this information and engage different audiences.

It struck me as unfortunate that the company putting on the event missed a huge opportunity to select presenters who could exemplify how to be great speakers and set the tone for the meeting.

Instead, the meeting chair led off apologizing for the dense slides; as he shoved his hands in his pockets, appearing bored at what he was about to share. He spoke far too quickly, without pausing to give listeners a chance to process what he was saying and spent a good deal of time talking to the slide instead of his audience. It was a

global audience where English was not everyone's first language so it was likely listeners struggled to keep up.

The best way to become a good speaker is to start by watching good speakers. Being captivated by a strong communicator often inspires you to up your game so others want to listen when you talk.

Given we've been coaching speakers for more than two decades, I can share the most common reason people, especially scientific and technical experts, say they can't convey complex information in an interesting way.

"My subject is different than others because I need to present very dry technical information that isn't exciting."

Your subject may be different, but it's up to you to present it passionately and in an interesting way. Instead of blaming your topic for being boring, look for ways to excite your audience. When you change your mindset, you will change the way your audience sees the subject. If you think of your subject as dull, then you will likely come across that way.

CHANGE THE WAY YOU THINK

Start by summarizing the key take away of your talk in one sentence as if it is a headline. As an ex-



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ample, if you are speaking about a new therapy, you may start by saying this new therapy can protect your children against future disease. If you're delivering financial information, you might begin with a startling number or statistic

to peak your listener's curiosity. Always think about your listener when you create content. If you were them, what would you care about?

CONVERSE, NOT PRESENT

When we converse, we are typically animated and have inflection in our voices. We tell stories and share examples that support that story. Your presentation should do the same. Think of your talk as a story and use analogies, examples and case studies to bring the information to life.

CREATE AN INTERESTING OPEN

An oncologist I once worked with was presenting at a medical symposium packed with colleagues. Instead of launching into the new study data right away, he began by talking about problems oncologists face and then discussed how the study results may help them address these problems. He instantly had their attention.

WATCH TED TALKS

While your talk may be longer than ten minutes, Ted Talks are great examples of how to make any topic interesting. There are talks on house painting, making tasty pizzas and even one on doodling. Instead of delivering a 45-minute talk ripe with spreadsheets, text and bullet points, you'll observe techniques good presenters use to make listeners feel like active participants which keeps them interested. You'll also notice powerful delivery techniques such as the pause.

BREATHABLE SEGMENTS

As a former reporter, I learned how to breathe life into my stories. The same applies to organizing business talks. Like developing an outline, pick three to five key concepts you want to convey. Look for places to insert the three V's: vignettes, videos and visuals. The more interactive you make your talk, the more involved your audience will become.

At the speaker training I referred to at the top of this article, the closing speaker, unfortunately, was as dull as the opening speaker. Instead of leaving her audience with a key take away, a call to action or a powerful reminder of why this information is important to them, she ended by presenting a slide that included approximately 200 words in small font, written in sentences.

In what seemed like an eternity later, she said "this is the take home message", which was highlighted in dull blue at the very bottom of the slide that people in the back of the room struggled to see.

Everyone applauded and at first, I wasn't sure why. Then I realized they probably weren't clapping at the take away. They were applauding because her talk was over.

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Deer In The Headlights

Overcoming the Fear of Public Speaking

Perspective on People:

By Karen Friedman

We were returning from dinner at a neighbor's just a few blocks away, when the sirens started whining and lights flashed behind us. I was driving. My husband was in the passenger seat.

"Why would he be pulling me over?" I panicked out loud. "Was I swerving? I only had one glass of wine and that was with dinner."

"I'm sure it's nothing," reassured my husband. "You weren't doing anything wrong. Maybe you have a light out or something, just pull over."

So, I did and rolled down the driver's window as the policeman approached.

"License and registration, please" he requested.

"Officer, did I do something wrong?" I inquired.

For a moment he just stared at me and then said he noticed I had stopped in the middle of the road about a block back, rolled down my window and appeared to be talking someone, but he didn't see anyone in the road.

"Oh, now it makes sense." I stated out loud as my husband slumped in his seat and glared at me to shut up. Silently he was thinking, "No!!! Don't tell him you were talking to the deer!"

"That was just a deer." I explained. He was in the road, frozen by the glare of my headlights. I told him he was lucky I saw him and didn't want him to get hit by a car, so I was warning him to move away."

The officer said nothing. My husband slouched lower in his seat. The silence sounded deafening. So, I kept talking.

"I explained to the deer that a lot of cars cut through this road at night when it's dark and drivers can't always see when deer like him cross the road."

The cop still said nothing. My husband silently communicated that I sounded like an idiot, so I stopped talking.

"Ma'am", inquired the officer. "Where do you live?"

"Right there." I pointed to the neighborhood on the other side of the road.

He hesitated. Then he advised me to go home, not make any stops and not talk to any animals on the way. I thanked him and drove off. My husband shook his head in disbelief, though we still laugh about it today.

For people who know me, seeing me talk to an animal is not out of the ordinary. I love animals and like any pet owner, I believe they understand us when we speak to them. However, I should have taken the advice I give clients when preparing them to speak. That simple advice, which I clearly failed to heed, is know your audience.

Fortunately, in this case, my audience was a nice guy who probably decided ticketing me for speaking to a deer wasn't worth the trouble. But, why, when I clearly did nothing wrong, did I get nervous and not even think about how ridiculous I must have sounded?



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Like a deer caught in the headlights, many of us freeze in response to fear. Researchers say freezing or standing still when scared is a natural defensive reaction. It even has an official name. Glossophobia is the fear of public speaking. It comes from the Greek words: glossa, which means tongue and phobos meaning fear.

In fact, research suggests that for most people, speaking in public is greater than the fear of death.

Over the years, we have seen how this fear shows up in people. Prior to important appearances, we've witnessed clients throw up, start sweating, shaking, break out in rashes and a few have even had difficulty breathing. Some tell us they don't sleep for days prior to a presentation. Others stutter or simply can't make their words come out. To them, it can be so embarrassing that they turn down potential opportunities at work and in some cases, shy away from others.

Stress coach Jordan Friedman says, when people are stressed, it is apparent as they may not come across as the person they want others to see.

"Stress often causes others to steer clear of us and this is bad news if these people are our coworkers and companions".

If you search the internet for "tips to overcome fear of public speaking", you'll generate nearly 1.4 million results. Many of these articles will offer advice like "practice in front of a mirror", "picture your audience naked" and "look at someone's forehead so you don't have to look them in the eye". None of this will help you.

I'm not sure who advised practicing in front of a mirror is the way to get rid of nerves. The idea is to observe your facial expressions, gestures and mannerisms. However, when you practice in front of a mirror, you become self-conscious and start focusing on how your eyebrows raise up when you say certain words or a shade of lipstick that you no longer like or the few pounds that have crept up on you. Your focus should be on getting your message across to your listeners. A better way would be to record yourself and play it back.

Then there's the naked thing. Picturing your audience without

clothes is supposed to calm your nerves by making you feel that they are as vulnerable as you are. That's ridiculous. What it will do is distract you and take your focus off your presentation, not to mention that it's kind of creepy. If you want to visualize, then envision connecting with your listeners and giving a great presentation.

Eye contact is critical to making that connection. If you are looking at someone's forehead, you are not looking them in the eye. The belief is they will think you are looking at them, but this is not true. People can tell if you are looking directly at them. Better advice is to think of a room as a quadrant and pick a person in each quadrant. Throughout your talk look at each of these people, which will give the appearance that you are making eye contact with the entire room. The more comfortable you become, the more people you can start to look at.

As someone who coaches speakers and presents often, below are realistic tips that can help you overcome nerves and increase your confidence.

Practice out-loud

Practicing out-loud helps you internalize your presentation, so you really know it and can speak to it rather than read from a script. Practicing out-loud also helps you simplify. You'll be able to sense if it's organized correctly, what can be eliminated or if something is missing. When practicing, try to speak a little bit louder than normal conversational tone. If you are recording yourself, you'll be able to tell if you are coming across as energetic and engaging, rather than monotone.

Arrive early

When I arrive early for a program, I can greet people as they come into the room. Shaking hands, making eye contact or having brief conversations with strangers makes them feel more familiar and less intimidating to you.

Pause

When people are nervous, they often talk too fast, which can make you more nervous and cause you to run out of breath. Learning to pause is one of the best pieces of advice I can give you. The pause allows people to process what you are saying and stay with you. If you don't come up for air, they will miss key points. Pausing also allows you to emphasize important points.

Examples and anecdotes

Using examples and short stories to illustrate points makes information more meaningful and relevant to listeners. It will also help you speak the way you speak to friend, which is more comfortable and easier to remember than delivering a data dump.

When you do that, you are giving audiences something unique: you! Your stories and experiences can't be found in a book or on line. These connect you to your listeners.

Hire a professional

Lastly, consider hiring a professional. Working with a coach or joining a group like Toastmasters will force you to practice and receive constructive criticism. The more you present, the better you will become.

If you come across like a deer in the headlights, not only will your nerves be evident, but you will make your audience uncomfortable. Audiences want you to be great. When you succeed, so do they.

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